GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:563
ANSWERED ON:27.07.2006
ESTABLISHMENT OF GURUKULS FOR DEVELOPMENT OF RURAL TOURISM .
Rao Shri Kavuru Samba Siva

Will the Minister of TOURISM be pleased to state:

(a) Whether the Government has decided to establish Gurukuls in villages for development of Rural Tourism in the country;

(b) If so, the locations identified for the purpose, State-wise;

(c) The time by which these are likely to be established; and

(d) The potential of rural tourism in generating employment opportunities for youths in rural India?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a): It has been decided to establish Gurukul at the sites identified for development of Rural Tourism product with the assistance of Ministry of Tourism for spreading the attributes of Indian Art and Culture within and outside the country, thereby enabling the visitor to gain first hand experience of diverse art and craft skills at the various rural tourism sites and generating further tourist arrivals

(b)& (c): The names of the proposed gurukuls sites, where various arts and artists to be promoted, to get the benefit out of the next tourist season, are as under:

- Pochampalli (Nalgonda District, Andhra Pradesh).
- Raghurajpur (Puri District, Orissa).
- Hodka (Kachchh District, Gujarat).
- Pranpur (Ashok Nagar District, Madhya Pradesh).
- Aranmula (Pathanamthitta District, Kerala).

(d): The promotion of rural tourism can lead to increased tourist arrivals to rural sites and in the process can strengthen rural livelihoods including benefit to the youth, through income from visitor handling services apart from income through art and craft activities.